



SOLUTION OVERVIEW

Locaid® for M2M

Cut Costs with Carrier-Grade Location Data

The M2M market is exploding. According to an Ericsson study 50 billion devices will be interconnected by 2020, and the M2M market will grow to \$57 billion by 2014.¹

Many tracking devices cannot be located via GPS or Wi-Fi technologies, but all mobile devices can be located via network location without hardware modifications, application downloads, user interaction, service calls, or software. What does this mean for the M2M market? Tens of millions saved each year in operating and service costs.

Here's what mobile location data from Locaid can do for you:

Reduce Fuel, Labor, and Insurance Costs

According to the Aberdeen Group study, businesses that implement fleet tracking experience a 14.8% reduction in average travel time per job, a 9.9% decrease in overtime pay, a 27.9% increase in operator compliance, and a 13.2% reduction in fuel costs. This adds up to \$5,848 less spent per employee per year. How does it happen? Knowing where your trucks are at all times enables better routing decisions with fewer miles traveled. Monitoring driver behavior reduces unauthorized side trips, dangerous driving habits, unnecessary overtime and fraud.

These benefits are not limited to fleet tracking. Knowing where your products are at any given time is valuable for any business. One customer used Locaid location information to track the exact locations

of 350 cleaning machines. Their bank recognized the additional verification quality and knocked 25 basis points off the customer's multi-million dollar equipment loan.

Improve Productivity

That same Aberdeen study also documents large increases in productivity. After a location tracking system is in place, the average business experiences a 23% increase in service calls completed per day per technician, a 12.2% increase in service profitability, and a 46% increase in on time performance. And all of this was accomplished while reducing costs.

Reduce Theft

Installing a tracking device on an object decreases the instances of theft and also makes recovery much simpler. This technology has been in place for years in trucks and automobiles, but new technology makes it possible to track ever smaller objects.

IT organizations, for example, have begun to track laptops. They're portable, expensive and chock full of confidential information. According to the FBI, one out of every ten laptops will be stolen in its lifetime. Tracking devices makes them easier to recover, or to wipe their memories when activated remotely.

Why Locaid?

Locaid, the world's largest LaaS (Location-as-a-Service) company, already delivers network location data for over 350 million devices. Here's what mobile location data from Locaid can do for you:

Only Locaid Offers Coverage Ubiquity

Only Locaid gives you the reach required to enable mobile location to work everywhere. Locaid works on 100% of the devices on the network, indoors or



outdoors, on any network platform, all without having the customer download an app on the device. That is ubiquity, and it's why Locaid is the top LaaS company in the world.

No App to Download, and No Cheating

Because you are connecting directly to the carrier location networks via Locaid, you are accessing real-time network location from the carriers, not GPS location from an application. Application location, like the kind used in social networking apps such as Foursquare "check ins" and Facebook Places, can be spoofed in a matter of minutes. You cannot rely on app-based location from a GPS signal, but you can trust the kind of location information that we provide: information that cannot be cheated, spoofed, or hidden.

Works on All Devices

Because there is no app to download, Locaid provides location coordinates for all of your mobile customers, whether they have smartphones, feature phones, connected devices, or even just SIM cards. Any device on the carrier's wireless network can be located via Locaid.



Locaid Whiteboard

Whiteboard videos at www.loc-aid.com/whiteboard

Tough Privacy Standards








If you are tracking people, it's required for everyone to be opted in and for their privacy to be maintained. Even when tracking fleets or merchandise, however, you want to conceal that information from your competitors. Locaid's patented Privacy Framework surpasses all industry requirements from the carriers, the CTIA, the MMA, and the IAPP.



Get your Location API
at: [http://developer.
loc-aid.com/
getit](http://developer.loc-aid.com/getit)

How M2M Companies Are Deploying Locaid

The cost of deploying tracking systems had decreased dramatically because the cost of hardware and tracking software has gone down. As a result, more companies are tracking more devices. The kinds of companies using location-based M2M applications include:

-  **Automobile-related:** fleet management, vehicle diagnosis and control, telematics and the connected car consumer, Lo-Jack, directions and customer assistance
-  **Connected home:** smart meters, mobile video, pet tracking, tablets, and e-readers
-  **Marketing and publicity agencies:** multimedia digital signs, local events, local weather
-  **Energy/utility companies:** meters, tracking fleets and employees, finding buried lines
-  **Remote healthcare facilities:** letting people stay at home longer, tracking mobile employees
-  **Security management firms:** container tracking, merchandise tracking, remote asset management (such as ATM replenishment and tracking), video tracking
-  **Other companies:** construction, vending machines

Inexpensive to Deploy

The amount of operating and fraud costs you will save by incorporating mobile location into your business is staggering. Most of your employees already have cell phones, so there is no extra cost to outfit them.

Locaid is not software, it is not an app, and it is not a fraud measurement tool. It is a raw data feed that you can incorporate into your existing tools and platforms. As such, you enjoy immediate ROI. No cap-ex, no software to install. Within hours you can locate your devices through Locaid's patented "Location-as-a-Service" gateway.

How Tracking Works with Locaid

Locaid is a gateway that allows you to connect directly to Tier 1 wireless carrier networks and obtain mobile subscriber location data. Only the Locaid gateway is certified by the top wireless carriers including AT&T, Verizon, Sprint, T-Mobile, Rogers and more, giving you the ability to locate up to 350 million subscribers in North America.

How to set up a device for tracking

For phones, you don't need to do anything besides opt them in to track them. To setup devices, you must install a SIM on each device you wish to track.

How a device is tracked

We calculate the location of the device based on its proximity to cell towers. Because we don't use GPS, we can find all phones, both feature phones (such as flip phones) and smartphones (such as iPhones).



What it means for you

Once you set up a device, you can find it quickly. You can track anything from a truck to a person with a cell phone to something as small as a SIM card. You can even set up a virtual geo-fence around an actual area, such as a warehouse. If a device leaves that area, you receive an immediate alert, letting you find misplaced or stolen equipment quickly.

Your imagination is the limit as far as what can be tracked. Items commonly tracked include: cars, trucks, planes, containers, cell phones, laptops, air cards, netbooks, Automatic Vehicle Location units, asset tracking equipment.

To learn how Locaid, the world's only LaaS provider, provides mobile location and more, visit our website www.loc-aid.com.

¹ "Heading Toward 50 Billion Devices" Ericsson

² Aberdeen Group: "Improving Productivity and Profitability through Service Fleet Management"



Get your Location
API now at: [http://
developer.loc-aid.com/
getit](http://developer.loc-aid.com/)

About Locaid

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including América

Móvil, AT&T, Rogers, Sprint, T-Mobile and Verizon Wireless. Locaid also helps shape and enforce location privacy policies via leadership roles on governing associations including the CTIA, MMA and IAPP. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>.

